

Appl. No. 09/847,795  
 Amdt. dated January 19, 2005  
 Reply to Office Action of November 4, 2004

Amendments to the Claims:

This listing of claims will replace all prior versions, and listings, of claims in the application:

Listing of Claims:

Please cancel claim 2 without prejudice. Please amend claims 1, 3, 16, and 21 as follows:

1. (currently amended): A combined electronic price label (EPL) and electronic sign

(ES) system comprising:

an electronic sign (ES) for displaying a promotional message;

a plurality of EPLs;

a promotional data file;

a price lookup (PLU) file; and

~~a common~~ host computer ~~for~~ reading an EPL/ES data file which is separate from the PLU file to determine ~~if whether~~ an identification number stored in the EPL/ES data file is a promotion identification number associated with the ES or an item identification number associated with an EPL, said host computer reading the promotional message corresponding to the promotion identification number from the promotional data file and ~~operating to~~ sending a message to the ES which includes a command for the ES to display the promotional message ~~if the identification number is associated with the ES, and operating to send a message to the EPL if the identification number is associated with the EPL.~~

2. (canceled)

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